



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/11 thru 04/17.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Apr 11, 2008

NATIONAL SUMMARY

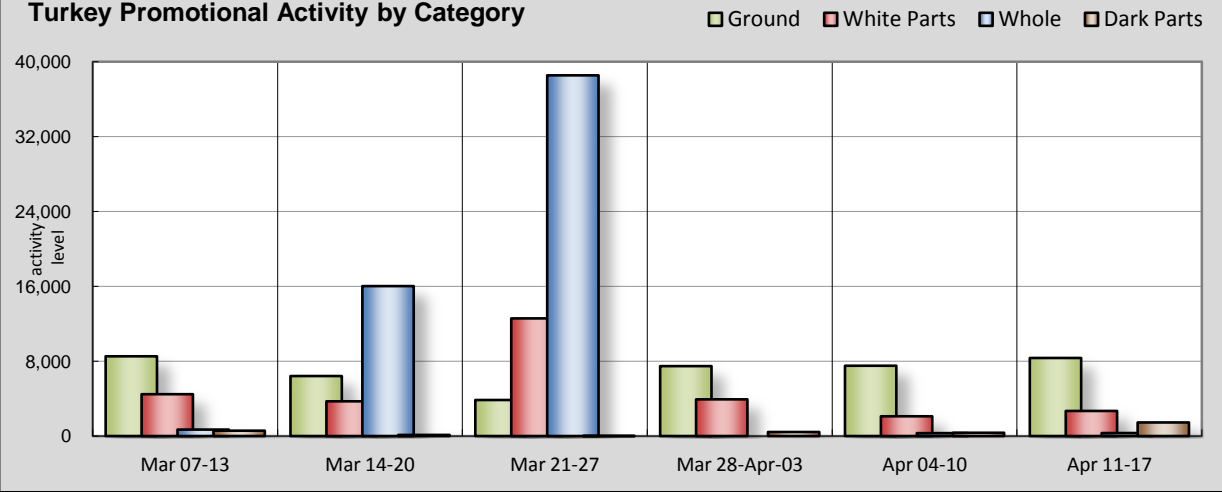
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	41.7% of 18,000 outlets		44.7% of 18,000 outlets		38.1% of 17,000 outlets	
Special Rate ^{4/}	2.5%		2.7%		3.3%	
Activity Index ^{2/}	13,830		11,460		12,450	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	20	1.39	160	1.61	590	0.99
" - Toms	20	1.39	110	1.61	590	0.99
Frozen - Hens	140	1.49	40	0.89		
" - Toms	140	1.49				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	40	1.77	270	2.29	210	1.51
Frozen	590	1.61	290	1.85	120	1.08
Hotel Style						
Fresh					340	1.15
Frozen						
Split, bone-in						
Fresh	10	2.19	60	2.49		
Rotisserie	440	8.12	590	7.30	520	7.49
Boneless, whole						
Cutlets	190	3.95	80	3.99	70	3.99
Cutlets, thin sliced	520	4.57	690	3.98	930	3.96
Strips	100	4.99			120	4.93
Tenders	140	4.54	20	4.54	230	3.49
Marinated Tenders	650	4.37	110	3.94	480	3.75
	810	3.79	970	3.93	1,190	3.63
GROUND TURKEY:						
Drumsticks	450	1.15	110	1.39	200	0.96
Thighs	310	1.24				
Wings	450	1.15	130	1.41	200	0.96
Necks	210	1.00	60	1.29		
Smoked Drumsticks	20	1.63	20	1.64	10	1.79
Smoked Wings	10	1.77	20	1.64		
Smoked Necks			10	1.49		
Patties	570	2.57	880	2.93	260	2.76
Sausage	1,350	2.46	1,520	2.50	1,920	2.40
85% lean	1,910	1.87	1,460	1.85	1,220	1.82
93% lean	2,910	2.27	1,920	2.49	1,480	2.24
Breast	1,600	4.17	1,730	4.21	1,440	3.79
Rolls (frsh/frz 1 lb.)	230	1.63	210	1.25	330	1.17

Note: rolls not included in ground fresh ground turkey total and weighted average.

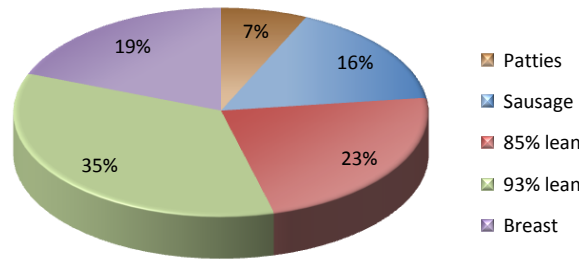
This Week's Turkey Feature Highlights

Retailers are slightly more active this week. Fresh and frozen whole turkey promotions are light. Offers increase on frozen bone-in breasts, retreat on fresh, and prices are lower on both types. Rotisserie breasts are less active and prices are sharply higher. A full range of boneless cuts are offered with cutlets, tenders and marinated tenders drawing the most attention. Fresh dark parts are popular this week and prices are competitive. Ground turkey continues to gain ad space and most items are offered at lower average prices. Promotions are most active on 85% and 93% lean grinds, while other items retreat from last week's levels. The Passover holiday season is nearly here and many stores featured kosher turkeys and turkey items this week. Next week should be another active week for kosher turkey as Passover runs April 19 through April 26.

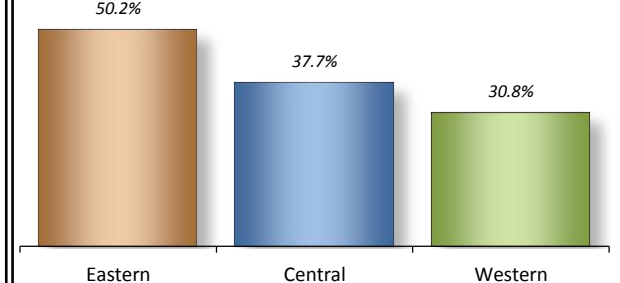
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	50.2% of 8,100 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 7,500			37.7% of 5,650 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 3,600			30.8% of 4,250 sampled outlets 2.8% of stores w/ no-price promotions Activity Index = 2,500		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.39	20	1.39						
" - Toms	1.39	20	1.39						
Frozen - Hens	1.49	140	1.49						
" - Toms	1.49	140	1.49						
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.48 - 1.89	40	1.77			
Frozen	0.99 - 1.99	380	1.66	0.99 - 1.78	210	1.51			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.19	10	2.19						
Rotisserie	7.49 - 7.99	290	7.70	7.99	10	7.99	8.99	140	8.99
Boneless, whole	3.49 - 3.99	190	3.95						
Cutlets	3.99 - 4.89	250	4.31	2.99 - 4.89	140	4.73	3.99 - 4.99	130	4.91
Cutlets, thin sliced	4.99	100	4.99						
Strips							4.54	140	4.54
Tenders	3.99 - 4.89	270	4.29	4.89	130	4.89	3.99 - 4.39	250	4.17
Marinated Tenders	3.73 - 4.26	330	3.79	3.46 - 3.73	40	3.57	3.73 - 3.99	440	3.81
Drumsticks	0.99 - 1.39	220	1.24	1.00 - 1.37	230	1.07			
Thighs	1.49 - 1.79	80	1.75	1.00 - 1.37	230	1.07			
Wings	0.99 - 1.39	220	1.24	1.00 - 1.39	230	1.07			
Necks	0.99	20	0.99	1.00	190	1.00			
Smoked Drumsticks				1.48 - 1.77	20	1.63			
Smoked Wings				1.77	10	1.77			
Smoked Necks									
GROUND TURKEY:									
Patties	2.19 - 3.00	160	2.54	2.50 - 2.99	400	2.57	3.29	10	3.29
Sausage	2.00 - 2.99	890	2.40	1.79 - 2.87	150	2.69	2.04 - 3.11	310	2.52
85% lean	1.49 - 1.99	1,640	1.89	1.67 - 1.99	270	1.77			
93% lean	1.83 - 3.07	1,640	2.23	1.92 - 2.80	610	2.49	1.59 - 2.79	660	2.15
Breast (99-100% lean)	3.08 - 4.99	490	4.06	3.19 - 4.99	690	4.24	3.19 - 4.39	420	4.17
Rolls (frsh/frz 1 lb.)	1.00 - 1.25	70	1.03	2.00 - 2.19	130	2.01	1.25 - 1.50	30	1.41